

IN THE CLAIMS

This listing of claims replaces all prior versions of the claims for this application.

1 - 33 (canceled without prejudice)

34. (currently amended) A computer readable medium having one or more non-transitory sequences of instructions tangibly stored therein, which when executed cause a processor in a computer to perform a plurality of data preparation steps, comprising: integrating data from a plurality of systems using an xml metadata standard and a common schema in order as-required to transform said data into an integrated database and output said database where the output of the database comprises making said database available for use where said data is representative of a physical object.

35. (currently amended) The computer readable medium of claim 34, wherein the data is representative of a physical object where the physical object comprises an organization and the common schema includes an organization designation.

36. (currently amended) The computer readable medium of claim 34 35, wherein the ~~designated organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain~~ common schema comprises a common definition of the data stored in each of one or more tables in the integrated database.

37. (previously presented) The computer readable medium of claim 34, wherein the common schema is statistically valid and includes a data structure.

38. (previously presented) The computer readable medium of claim 37, wherein the data structure is a hierarchy.

39. (previously presented) The computer readable medium of claim 34, wherein the common schema includes a data dictionary.

40. (previously presented) The computer readable medium of claim 39, wherein the data dictionary defines one or more standard data attributes selected from the group consisting of

account numbers, components of value, currencies, elements of value, units of measure and time periods.

41. (previously presented) The computer readable medium of claim 34, wherein the data are obtained from a plurality of systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems and combinations thereof.

42. (previously presented) The computer readable medium of claim 34, wherein at least a portion of the data are from an Internet or an external database.

43. (currently amended) The computer readable medium of claim 34, wherein the data preparation method steps further comprises converting data to match the common schema and storing the converted data in in one or more tables in a central database.

44. (currently amended) A data preparation method, comprising:

using a computer to complete the steps of:

integrating data representative of an organization physical-object-or-substance from a plurality of systems using an xml metadata standard and a common schema in order as-required to transform said data into an integrated database that stores data in accordance with said metadata standard and schema, and output-said-database

using at least a portion of said data to create and output one or more tools for organization management

where the one or more tools for organization management comprise a system for automated trading of an organization equity security based on a calculated market sentiment value and optionally one or more tools selected from the group consisting of analytical models, category of value models, component of value models, market value models, network models, optimization models, simulation models, value chain models, management reports, lists of changes that will optimize one or more aspects of an organization financial performance and combinations thereof.

45. (currently amended) The method of claim 44, wherein the ~~physical object or substance~~ comprises an organization physically exists and the common schema includes an organization designation and data structure.

46. (currently amended) The method of claim ~~44~~ 45, wherein the ~~designated organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain~~ calculated market sentiment value consists of an organization market value less a forecast value of an organization cash flow and a sum of all of one or more organization real option values.

47. (previously presented) The method of claim 44, wherein the common schema includes a data dictionary.

48. (previously presented) The method of claim 47, wherein the data dictionary defines one or more standard data attributes selected from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

49. (previously presented) The method of claim 44, wherein the data are obtained from a plurality of systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

50. (previously presented) The method of claim 44, wherein at least a portion of the data are from an Internet or one or more external databases.

51. (previously presented) The method of claim 44, wherein the data preparation method further comprises converting and storing data in accordance with a common schema.

52. (currently amended) ~~A computer readable medium having sequences of instructions tangibly stored therein, which when executed cause the processors in a plurality of computers connected via a network to perform the steps of claim 44~~ The method of claim 44, wherein the data preparation method further comprises storing a plurality of converted data in one or more tables.

53 – 61 (cancelled without prejudice)

62. (currently amended) A computer readable medium having one or more non-transitory sequences of instructions tangibly stored therein, which when executed cause one or more processors in a plurality of one or more computers ~~that have been connected via a network~~ to perform organization management steps, comprising:

transforming data representative of an organization from a plurality of systems into an integrated database that stores data in accordance with an xml metadata standard and a common schema, and

using at least a portion of said data to create and output one or more tools for organization management

where the one or more tools for organization management further comprise a system for automated trading of an organization equity security based on a calculated market sentiment value and optionally one or more tools selected from the group consisting of analytical models, category of value models, component of value models, market value models, network models, optimization models, simulation models, value chain models, management reports, lists of changes that will optimize one or more aspects of an organization financial performance and combinations thereof.

63. (previously presented) The computer readable medium of claim 62, wherein the one or more tools are made available for review using an electronic display, a paper document or combinations thereof.

64. (previously presented) The computer readable medium of claim 62, wherein the data are obtained from a plurality of systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems,

enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases, user input and combinations thereof.

65 – 67 (cancelled without prejudice).

68. (previously presented) The computer readable medium of claim 62, wherein the common schema defines one or more common attributes selected from the group consisting of data structure, organization designation, data dictionary and combinations thereof.

69. (previously presented) The computer readable medium of claim 68, wherein the data dictionary defines one or more standard data attributes selected from the group consisting of account numbers, components of value, currencies, elements of value, organization designations, time periods and units of measure.

70. (currently amended) The computer readable medium of claim ~~62~~ 68, wherein the data structure ~~is a hierarchy~~ calculated market sentiment value consists of an organization market value less a forecast value of an organization cash flow and a sum of all of one or more organization real option values.

71 - 89. (cancelled without prejudice)

90. (previously presented) The computer readable medium of claim 62, wherein the one or more aspects of the organization financial performance are selected from the group consisting of organization revenue, organization expense, organization capital change, organization current operation value, organization real option value, organization market sentiment value, organization market value and combinations thereof.

91. (previously presented) The computer readable medium of claim 62, wherein the identified changes are selected from the group consisting of changes to: alliance value drivers, brand value drivers, channel value drivers, customer value drivers, customer relationship value drivers, employee value drivers, equipment value drivers, intellectual property value drivers, partnership

value drivers, process value drivers, production equipment value drivers, vendor value drivers, vendor relationship value drivers, organization equity and combinations thereof.

92 – 133 (cancelled without prejudice)

134. (previously presented) The computer readable medium of claim 62 that learns a relative importance of one or more elements of value, one or more categories of value and one or more enterprises in determining the organization financial performance in order as required to support the development of the one or more tools for organization management.

135. (currently amended) A data preparation system, comprising:

a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

integrate a plurality of data representative of an organization that physically exists from a plurality of organization related systems and an Internet using an xml metadata standard and a common schema in order as required to transform said data into an integrated database that stores data in accordance with said metadata standard and schema, and output said database

using at least a portion of said data to create and output one or more tools for organization management

where the one or more tools for organization management comprise a system for automated trading of an organization equity security based on a calculated market sentiment value and optionally one or more tools selected from the group consisting of analytical models, category of value models, component of value models, market value models, network models, optimization models, simulation models, value chain models, management reports, lists of changes that will optimize one or more aspects of an organization financial performance and combinations thereof.

136. (previously presented) The system of claim 135, wherein storing said data in the integrated database for use in processing further comprises using a metadata mapping to convert and store data in accordance with a common schema using one or more schema defined categories.

137. (previously presented) The system of claim 135, wherein the common schema comprises one or more attributes selected from the group consisting of organization designation, data structure, metadata standard, data dictionary and combinations thereof.

138. (currently amended) The system of claim ~~135~~ 437, wherein the ~~organization designation~~ further comprises ~~a single product, a group of products, a division, a company, a multi-company corporation or a value chain~~ calculated market sentiment value consists of an organization market value less a forecast value of an organization cash flow and a sum of all of one or more organization real option values.

139. (previously presented) The system of claim 137, wherein the common schema further comprises a data dictionary where the data dictionary defines one or more standard data attributes selected from the group consisting of account numbers, components of value, currencies, elements of value, units of measure, time periods and combinations thereof.

140. (previously presented) The system of claim 135, wherein the organization physically exists and the plurality of organization related systems are database management systems for systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems and combinations thereof.

141. (currently amended) A program storage device readable by a computer machine, tangibly embodying a non-transitory program of instructions executable by at least one processor in the computer machine to perform the steps in data management, comprising:

use a plurality of metadata mappings to integrate a plurality of data representative of a physical object or substance from a plurality of systems in accordance with an xml metadata standard and a common schema to transform said data into an integrated database that stores data in accordance with said metadata standard and schema and output said database

where the output of the database comprises making said database available for use, and

where the metadata mappings are is stored in a metadata mapping table.

142. (previously presented) The program storage device of claim 141, wherein at least some of the data are pre-specified for integration.

143. (previously presented) The program storage device of claim 141, wherein the schema is statistically valid.

144. (previously presented) The program storage device of claim 141, wherein a set of integration and conversion rules are established using a metadata and conversion rules window and saved in the metadata mapping table.

145. (currently amended) A data method, comprising:

using a computer to complete the steps of:

using a plurality of metadata mappings to integrate a plurality of data representative of an enterprise from a plurality of enterprise related systems in accordance with an xml metadata standard and a common schema in order as-required to transform said data into an integrated database that stores data using one or more schema defined categories in accordance with said metadata standard and schema and output said database

where the output of the database comprises making said database available for use, and
where the metadata mappings are is stored in a metadata mapping table.

146. (previously presented) The method of claim 145, wherein the plurality of systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems, the Internet and combinations thereof.

147. (previously presented) The method of claim 145, wherein a metadata and conversion rules window is used to establish the metadata mapping table and a conversion rules table.

148. (previously presented) The method of claim 145, wherein the common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

149. (previously presented) The method of claim 145, wherein the data method further comprises storing a plurality of converted data in one or more tables to support an organization processing.

150. (currently amended) A data preparation system, comprising:

a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

use a plurality of metadata mappings to integrate and convert a plurality of data from a plurality of enterprise related systems in accordance with an xml metadata standard and a common schema to in order ~~as required~~ to transform said data into an integrated database and output said database

where the output of the database comprises making said database available for use,

where the metadata mappings are is stored in a metadata mapping table, and

where a plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems and combinations thereof.

151. (previously presented) The system of claim 150, wherein at least some of the data are pre-specified for integration and conversion.

152. (previously presented) The system of claim 150, wherein a metadata and conversion rules window is used to establish the metadata mapping table and a conversion rules table.

153. (previously presented) The system of claim 150, wherein the common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

154. (previously presented) The system of claim 150, wherein at least a portion of the data are obtained from an Internet or an external database.

155. (currently amended) A program storage device readable by a computer machine, tangibly embodying a non-transitory program of instructions executable by a processor in the computer machine to perform the steps in data processing, comprising:

use a plurality of metadata mappings to integrate a plurality of data representative of an enterprise from a plurality of enterprise related systems in accordance with an xml metadata standard and a common schema in order as required to transform said data into an integrated database that stores data using one or more schema defined categories in accordance with said schema and output said database

where the metadata mappings are is stored in a metadata mapping table, and

where a metadata and conversion rules window is used to establish the metadata mapping table.

156. (previously presented) The program storage device of claim 155, wherein at least some of the data are pre-specified for integration and conversion

157. (currently amended) The program storage device of claim 155, wherein the plurality of integrated enterprise data are stored in an application database in one or more tables accordance with a the common schema.

158. (previously presented) The program storage device of claim 155, wherein the plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property

management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems, the Internet and combinations thereof.

159. (currently amended) A computer implemented data method, comprising using a computer to complete the steps of:

using a plurality of metadata mappings to integrate a plurality of data representative of an enterprise that physically exists from a plurality of enterprise related systems in accordance with xml and a common schema in order as required to transform said data into an integrated database that stores data in accordance with said schema and output said database where the metadata mappings are is stored in a metadata mapping table, and where a metadata and conversion rules window is used to establish the metadata mapping table.

160. (previously presented) The method of claim 159, wherein the plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems, the Internet and combinations thereof.

161. (previously presented) The method of claim 159, wherein a metadata and conversion rules window is used to establish the metadata mapping table and a conversion rules table.

162. (previously presented) The method of claim 159, wherein the common schema identifies data designations selected from the group consisting of components of value, sub components

of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

163. (previously presented) The method of claim 159, wherein the data method further comprises storing a plurality of converted data in one or more tables to support organization processing.

164. (currently amended) An enterprise data preparation system, comprising:

a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

use a plurality of metadata mappings to integrate and convert a plurality of data representative of an enterprise that physically exists from a plurality of enterprise related systems in accordance with an xml metadata standard and a common schema to transform said data into an integrated database and output said database

where the output of the database comprises making said database available for use,

where the metadata mappings are is stored in a metadata mapping table,

where a metadata and conversion rules window is used to establish the metadata mapping table, and

where the plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems and combinations thereof.

165. (previously presented) The system of claim 164, wherein at least some of the data are pre-specified for integration and conversion.

166. (previously presented) The system of claim 164, wherein the common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

167. (previously presented) The system of claim 164, wherein at least a portion of the data are obtained from an Internet or an external database.

168. (new) The system of claim 164, wherein the integrated database stores a plurality of converted data in one or more tables.

169. (new) A computer readable medium having a non transitory sequence of instructions tangibly stored therein, which when executed cause a processor in at least one computer to perform data management steps, comprising:

- (a) obtain a plurality of data from a plurality of systems, one or more external databases and an Internet,
- (b) transform said data to a common metadata standard and a common schema, and
- (c) make said transformed data available for review or processing by storing said data in one or more tables in a database.

170. (new) The computer readable medium of claim 169, wherein the metadata standard is an xml metadata standard.

171. (new) The computer readable medium of claim 169, wherein the plurality of data is representative of a physical object or substance and the metadata standard is optionally a metadata coalition standard.

172. (new) The computer readable medium of claim 169, wherein the metadata standard is an xml metadata standard or a metadata coalition standard.

173. (new) The computer readable medium of claim 169, wherein the database comprises an application database.

174. (new) The computer readable medium of claim 169, wherein the database comprises an integrated database.

175. (new) The computer readable medium of claim 169, wherein the common schema comprises a common definition of the data stored in each of the one or more tables.

176. (new) An advanced data preparation system, comprising:

a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

(a) obtain a plurality of data from a plurality of systems, one or more external databases and an Internet,

(b) transform said data to a common metadata standard and a common schema, and

(c) make said transformed data available for review or processing by storing said data in one or more tables in a database.

177. (new) The system of claim 176, wherein the metadata standard is an xml metadata standard.

178. (new) The system of claim 176, wherein the plurality of data is representative of a physical object or substance and the metadata standard is optionally a metadata coalition standard.

179. (new) The system of claim 176, wherein the metadata standard is an xml metadata standard or a metadata coalition standard.

180. (new) The system of claim 176, wherein the database comprises an application database.

181. (new) The system of claim 176, wherein the database comprises an integrated database.

182. (new) The system of claim 176, wherein the common schema comprises a common definition of the data stored in each of the one or more tables.

183. (new) An advanced data preparation method, comprising:

using a computer to complete the steps of:

- (a) obtaining a plurality of data from a plurality of systems, one or more external databases and an Internet,
 - (b) transforming said data to a common metadata standard and a common schema, and
 - (c) making said transformed data available for review or processing by storing said data in one or more tables in a database
- where said plurality of data is representative of a physical object or substance.

184. (new) The method of claim 183, wherein the metadata standard is an xml metadata standard.

185. (new) The method of claim 183, wherein the plurality of data is representative of a physical object or substance and the metadata standard is optionally a metadata coalition standard.

186. (new) The method of claim 183, wherein the metadata standard is an xml metadata standard or a metadata coalition standard.

187. (new) The method of claim 183, wherein the database comprises an application database.

188. (new) The method of claim 183, wherein the database comprises an integrated database.

189. (new) The method of claim 183, wherein the common schema comprises a common definition of the data stored in each of the one or more tables.